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15 MAY 2001

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Receipt  
1-4-02

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Cannon Docket No.: CANN-0208  
Serial No.: 09/814,622 Art Unit: 2172  
Filed: 03/22/2001 Examiner: Not yet assigned

Title: METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING  
OPTIMIZATION

Application Processing Division  
Customer Correction Branch  
Commissioner of Patents & Trademarks  
Washington, D.C. 20231

RECEIVED  
OCT 10 2001  
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REQUEST FOR NEW FILING RECEIPT

Dear Sir/Madam:

Upon receipt of the Official Filing Receipt with regard to the above-identified application, an error was noted concerning the Domestic Priority data as claimed by applicant. The error reads "THIS APPLICATION IS A DIV OF 09/038,380 03/11/1998". Please correct it to read as follows: -- THIS APPLICATION IS A DIV OF 09/038,380 11/03/1998--. Provided is a copy of the Filing Receipt with the changes noted.

It is respectfully requested that a new Corrected Filing Receipt be forwarded to the undersigned upon fulfillment of the above. The Honorable Commissioner is hereby authorized to charge Deposit Account No. 19-0513 for any fee that may be due with said request.

Respectfully submitted,

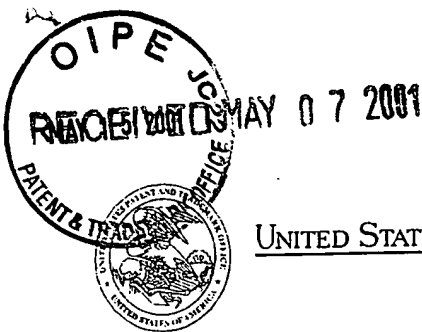
S. Jared Pitts  
Attorney for Applicant  
Reg. No. 38,579

Date: May 9, 2001  
SCHMEISER, OLSEN & WATTS  
18 E. University Dr. #101  
Mesa, Arizona 85201  
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I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO APPLICATION PROCESSING DIVISION, CUSTOMER CORRECTION BRANCH, COMMISSIONER OF PATENTS & TRADEMARKS, WASHINGTON, D.C., 20231,

ON: May 9, 2001

SIGNED: Heather Clark



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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
09/814,622	03/22/2001	2172	1122	CANN-0208	31	34	5

CONFIRMATION NO. 3984

FILING RECEIPT



\*OC00000006036424\*

Schmeiser, Olsen & Watts LLP  
18 East University Drive, #101  
Mesa, AZ 85201

Date Mailed: 05/03/2001

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

Applicant(s)

Mark E. Cannon, Provo, UT;

Domestic Priority data as claimed by applicant

THIS APPLICATION IS A DIV OF 09/038,380 05/11/1998

11/03/1998

Foreign Applications

If Required, Foreign Filing License Granted 05/02/2001

Projected Publication Date: 08/09/2001

Non-Publication Request: No

Early Publication Request: No

Title

Method and apparatus for analyzing data and advertising optimization

Preliminary Class

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